

Financial Services Council New Zealand

Title: Marketing and Communication Coordinator

Reports to: Head of Marketing and Communication

Location: Auckland

Hours: Full-time

Purpose:

- A key part of the Financial Services Council (FSC) team, you will coordinate all FSC marketing, communication and event activities.
- You will be successful when the FSC has achieved its goals and objectives, implemented quality events and built a reputation as an expert industry body representing the needs of its members.
- You will be a versatile multi-tasker looking to make a real difference to the effectiveness of this small, dynamic, team.

Key responsibilities:

One: To coordinate all aspects of the FSC marketing and communication activities including:

- Communications plan and rhythm, aligning to the communication strategy
- Brand and brand guidelines
- Digital delivery, websites and social media
- Newsletters, reports and print
- Events
- CRM, segmentation and audience specific content delivery [Member, Industry, Consumer]
- Content creation

Two: To coordinate the production, development and implementation of the FSC events programme

- Support the creation, content, promotion and delivery of the FSC Connect webinars and face to face events programme.
- Coordinate delivery of the NZ wide co-hosted Get In Shape Advice Summits.
- Coordinate the delivery of the FSC flagship annual conference.

Three: To support FSC team & Committees.

- Actively support relevant committees and deliver to actions
- Partner the FSC team and support delivery communication and marketing materials

Four: Lead on a number of defined projects to develop communication capability and success, including.

- Website/digital and communication evolution.
- Education and content evolution.
- Segmentation and targeting.

Five: Supplier management

- Partner with suppliers to deliver day-to-day and project specific requirements to target and budget.

Skills/Capabilities – others will say that you demonstrate:

- The highest level of personal and professional integrity
- A positive outlook with a can-do attitude, committed to delivering on time
- A growth mindset, knowing it takes hard work to develop and deliver
- First class written communication and project management ability
- Online and offline delivery expertise including events, websites, social media and webinars
- Strong IT skills including MS office, CRM, Mailchimp, website CMS (basic HTML desirable) and social media
- Excellent interpersonal skills with a confident, respectful and effective communication style

Qualifications/Experience – you will have gained knowledge through:

- Previous experience in a communications role
- Hands-on, practical communications delivery experience

Values – your values will align with the FSC's values

- Collaboration
- Consumer Focus
- Honesty and Integrity
- Agility